



2018 Garfield County Cooperative Marketing Funds Application

OVERVIEW

The purpose of the Garfield County Office of Tourism is to utilize funds generated by Transient Room Tax in promoting the area to increase visitation to all communities in Garfield County. The efforts of the Tourism Bureau are overseen by the Garfield County Commission under the advisement of the Garfield County Office of Tourism Advisory Board.

The Cooperative Marketing Funds are designated to increase the budget of communities or nonprofit tourism entities within Garfield County to increase their tourism promotional dollars. The applicant entity must come up with 35% of the project budget which will be matched 65% by the Garfield County Office of Tourism. ***These funds can only be used for marketing and promotional expenses outside of Garfield County or tourism related enhancement projects within a Garfield County community.***

FUNDING CRITERIA

Consideration will be given to those events/organizations that meet the following criteria:

1. Applicant demonstrates that the event/project has the potential to:
 - *Increase Transient Room Tax revenues in Garfield County.
 - *Increase visitor stays in Garfield County.
 - *Generate off-season or shoulder-season promotion to Garfield County.
2. Applicant verifies that the organization is financially stable. Matching funds may also come from a third party.
3. Applicant must be a non-profit organization or a Garfield County municipality.
 - *If applicant needs to create a non-profit organization a tool-kit can be provided and marketing grant funding can be used for the financial obligation of becoming a non-profit organization.

Scoring Parameters & Ranking

The Board will review and score each application based on a point system. **Applications must receive a score of 70 or higher by a majority of board members to be eligible for full funding. Applications receiving an average score of 55-69 points will only be eligible for partial funding. Scores lower than 54 points will not receive funding.**

FUNDING REQUEST PROCESS

1. Submit a completed application along with the cover page and supporting documentation by **January 26, 2018**. Requests will not be accepted after deadline.
Submit request to:
Garfield County Office of Tourism
Attn: Falyn Owens, Director
P.O. Box 77
Panguitch, UT 84759
Fax to: 435-676-8239
Email to: falynowens@brycecanyoncountry.com
2. The request will be reviewed by the Garfield County Tourism Advisory Board at the next scheduled board meeting after the deadline. Applicants will then be notified via email and invited to participate in an interview process with the Tourism Board. The interview will be a five-minute presentation regarding the request plus five-minutes for questions. Notification regarding the outcome of your request will be sent via email after all requests are reviewed. Oral presentations are set for **February 6, 2018**.
3. Upon approval, funds will be made available starting within a month after approval. The office of tourism will send an initial MOU after that is signed you will be issued the first half of funding (half of the 65%). **Final Payment will only be made with a submission of documentation of actual advertising costs incurred and proof of sponsorship recognition and project completion. The ROI form must all be completed and submitted. Projects must be completed by December 15, 2018.**



Cooperative Marketing Funds Application Cover Page

Primary Contact Person: _____

Name of the Applicant Organization: _____

Project: _____ Project implementation Date _____

Federal Tax ID # _____

Mailing address: _____

Telephone: _____ Fax: _____

Email address: _____

Website: _____

Total Project Cost \$ _____

Total Amount Requested(65% of total project cost) \$ _____

I hereby certify that the facts, figures and representation made in this application, including all attachments, are true and correct to the best of my knowledge.

Applicant:

Signature Title Printed Name Date

Submit application and cover page to:

Garfield County Office of Tourism
Attn: Falyn Owens, Director
PO BOX 77
Pangutich, UT 84759
Fax to: 435-676-8239
email to: falynowens@brycecanyoncountry.com

If you have any questions, please call Falyn at 435-676-1160.

(5 points for completed application)

2018 Funding Request

Please respond to the following questions and attach to the cover page. Provide complete answers. You can use this form or use your own word document, but you need to include the questions in the exact order below in your application. Attach any supporting material and documentation.

1. Describe your marketing project *(10 points)*.
2. List the source of all funds contributed to this project. (i.e. third party funds, sponsors, etc.) *(15 points)*.
3. Describe how your project has the potential for bringing new visitors to Garfield County and generating Transient Room Tax (TRT) Revenues including primary goals and objectives of your project or event *(15 points)*.
4. Describe how your project has the potential for off-season or shoulder season promotion *(15 points)*.
6. What is your overall budget for this project? Attach a budget summary, including beneficiaries *(10 points)*.
7. Demonstrate the return on investment. How will you measure the success of this project? Indicate what will be measured and what information will be collected, i.e. increase in room nights, increase in TRT or Resort Tax revenue, **be specific**. *(15 points)*.
- 8.. In the chart on the next page please outline the specific media you have selected for your project. *(15 points)*.

Media Selected/Quantity (i.e. two ½ page ads)	Media Outlet (i.e. Las Vegas Review Journal)	Market Area (i.e. Las Vegas)	Total Cost
Electronic: (TV/Radio/Internet)			
Print Media: (Magazine/Newspaper)			
Brochures:			
Posters/Fliers/Billboards:			
Social Media (Facebook ads, Twitter, You Tube, Trip Advisor, etc)			
Other(Tourism enhancement project inside a Garfield County community)			
		Total	\$

Please complete the ROI spreadsheet included, if your project cost is over \$3,000.00. It is preferable that you get the figures from your local lodging partners, if that is not feasible you can refer to this website <http://gardner.utah.edu/economics/utah-travel-tourism/>

Garfield County Return on Investment Worksheet

Instructions: What is the return on investment (ROI) to the community assuming you are awarded the full amount requested? ROI is calculated on the incremental increase that this project will bring in addition to the visitors that would have travelled anyway. Please fill out only the orange fields for the application; white cells are automatically calculated. The green fields will be used as part of your final report.

	ESTIMATED	ACTUAL (Final report)
Total project cost		
Total number of nights for out-of-county lodging/ accommodations* occupied as a result of this campaign or project only (increase over last year)		
Average cost of lodging/ accommodations		
<i>Automatically calculated</i> Revenue from out-of-county lodging/accommodations	\$0.00	\$0.00
Average visitor party size		
Average visitor length of stay - (1 day, 2 days, etc..). Enter number only		
<i>Automatically calculated</i> Number of visitors you expect as a result of this campaign or project only	#DIV/0!	#DIV/0!
Average spending per person per day i.e. transportation, meals, misc. (excluding lodging/accommodations)		
<i>Automatically calculated</i> All travel related expenditures (excluding lodging/accommodations)	#DIV/0!	#DIV/0!
<i>Automatically calculated</i> Total Economic Impact	#DIV/0!	#DIV/0!
<i>Automatically calculated</i> ROI	#DIV/0!	#DIV/0!

Double click on the spreadsheet and it will automatically calculate some information.